

PERFECT WORLD EUROPE

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A SUBSIDIARY OF PERFECT WORLD CO., LTD. (NASDAQ: PWRD)

AGENDA

MONETIZATION THE PERFECT WORLD WAY

WHO ARE WE
GAMES

EXPERIENCE, STUDIOS, PARTNERS,

OUR TAKE ON MONETIZATION
SERVICE

AN MMO ISN'T A GAME, IT'S A

PRE ORDER PACK SALES

EXPECTATIONS VS REALITY

CONCLUSIONS!

WHO ARE WE

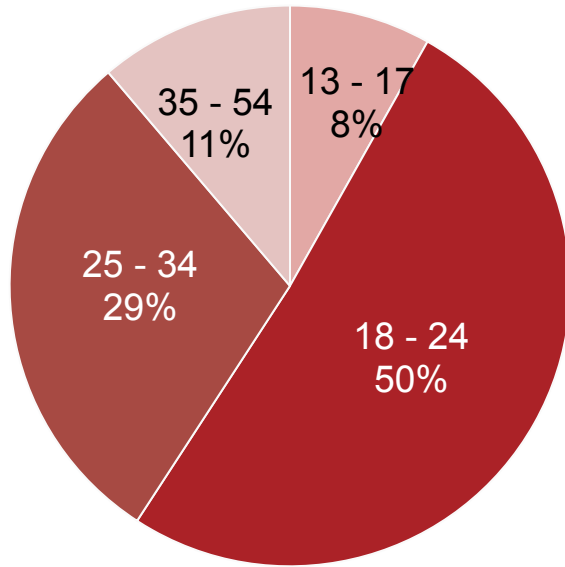
EXPERIENCE, STUDIOS, PARTNERS, GAMES

OUR EXPERIENCE



PLAYERS

ACTIVE USERS AGE GROUPS & TOTALS



98% OF PAYING USERS ARE REPEAT BUY

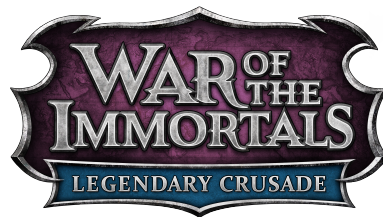
50% OF OUR PLAYERS BETWEEN 18 & 24

OVER 3 MILLION MAU

~200MIN AVERAGE GAME SESSION TIME



























































STUDIOS

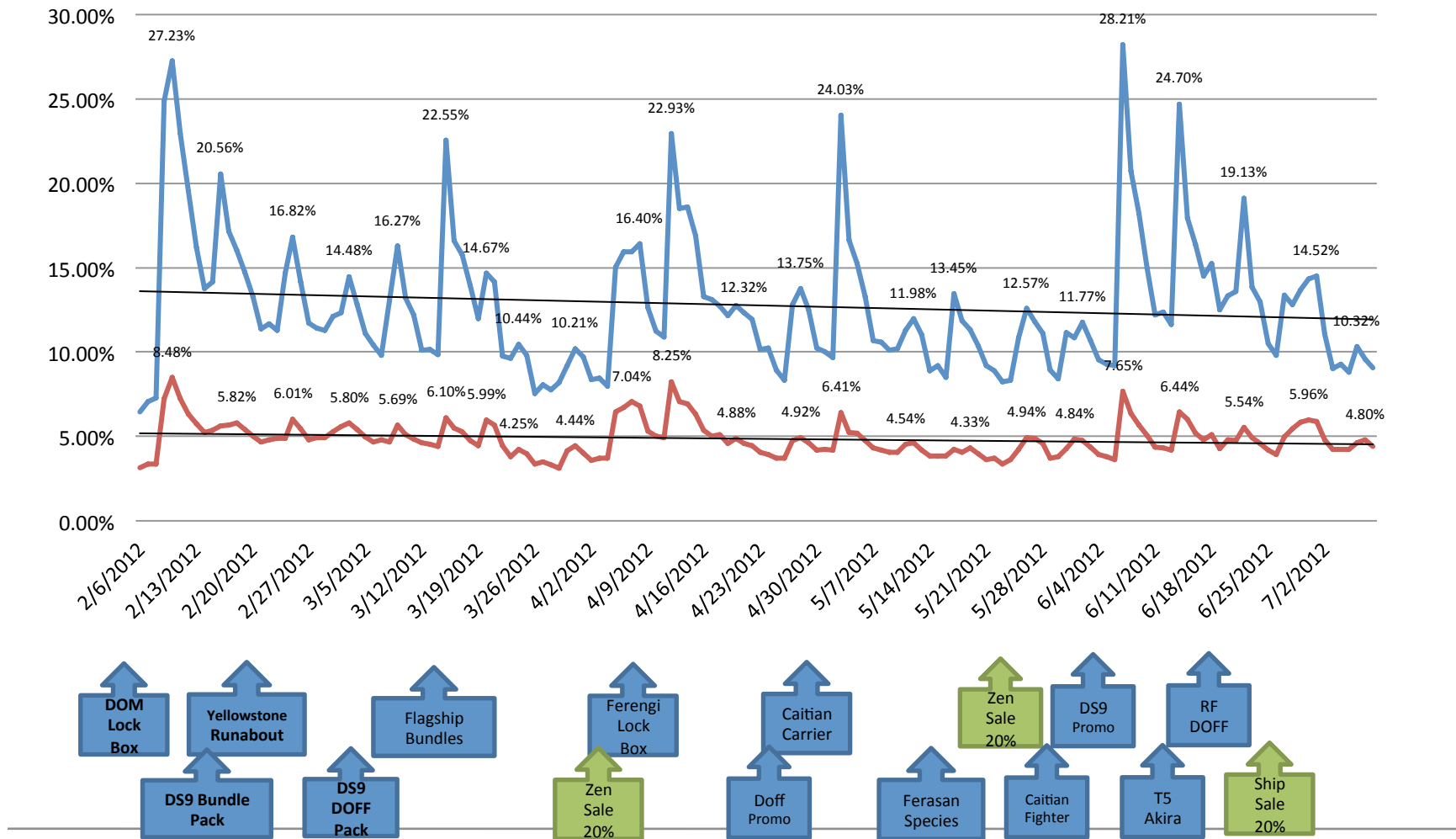




OUR TAKE ON MONETIZATION

AN MMO ISN'T A GAME, IT'S A SERVICE

July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Season 6 – Starbase Projects							
<div> SB Promo 1 July 12th</div>	<div> SB Promo 3 Aug 9th</div>	<div> SB Promo 5 Sep 6th</div>	<div> SB Promo 7 Oct 4th</div>	<div>Colony Projects</div>			
<div>Reputation Projects</div>							
<div> Tholian Box (+Lobi Store) July 19th</div>	<div> T5 Sovereign Aug 16th</div>	<div> Breen Box (+Lobi Store)</div>	<div> T5 Aug 16th</div>	<div> SB Promo 9</div>	<div> SB Promo 11</div>	<div> SB Promo 13 Jan 10th</div>	<div> SB Promo 15</div>
<div> TNG 25 Years (YR1 Uniform) July 23rd</div>	<div> TNG Costume (YR1 Uniform)</div>	<div> SB Promo 6</div>	<div> 1000d Vets (Fed/Kdf Ship) Oct 11th</div>	<div> Col Promo 1</div>	<div> Col Promo 3</div>	<div> Col Promo 5 Jan 10th</div>	<div> Col Promo 7</div>
<div> SB Promo 2 July 26th</div>	<div> SB Promo 4 Aug 23rd</div>	<div> FED Costume (MACO/Gun)</div>	<div> SB Promo 8 Oct 18th</div>	<div> Borg</div>	<div> T5 Andorian</div>	<div> Romulan</div>	<div> Crafting MT TBD</div>
<div> Account Bank (10 Slots) July 26th</div>	<div> 3 Fleet T3 TBD</div>	<div> 3 Fleet T4 TBD</div>	<div> 3 Fleet T5 TBD</div>	<div> SB Promo 10 Nov 29th</div>	<div> SB Promo 12 Dec 27th</div>	<div> SB Promo 14 Jan 24th</div>	<div> Col Promo 8</div>
<div> Combat EV (Gear/Outfit) July 26th</div>	<div> 1 Fleet T3 (FC Ships) TBD</div>	<div> 1 Fleet T4 (FC Ships) TBD</div>	<div> 1 Fleet T5 (FC Ships) TBD</div>	<div> Col Promo 2 Nov 29th</div>	<div> Col Promo 4 Dec 27th</div>	<div> Col Promo 6 Jan 24th</div>	<div> 4 Fleet T5 TBD</div>
<div> 3 Fleet T1/T2 (FC Ships) TBD</div>	<div> FED Costume (Delta Flyer)</div>						<div> 2 Fleet T5 (FC Ships) TBD</div>
<div> 7 Fleet T1/T2 TBD</div>							



CONCLUSION

NOT JUST A GAME, A SERVICE

CALENDAR RAIDS, EVENTS,
CONTESTS, ETC.

RECURRING PRAYERS &
PROFESSIONS

WEB-ENABLED GAMEPLAY PROFESSIONS &
AUCTIONS

PRE ORDER PACK SALES

EXPECTATIONS VS REALITY

DUNGEONS & DRAGONS NEVERWINTER

NEVERWINTERPAKETE

MACHT EUCH KAMPFBEREIT!

Ob für den Beginn eurer Abenteuer in Neverwinter oder als kleine Unterstützung für die vielen Herausforderungen, die einzigartigen Gegenstände in diesem Paket werden euch kräftig unterstützen! Viele davon können nicht im Spiel erworben werden! Werdet ihr zum ruhmvollsten Beschützer von Neverwinter? Seht euch die komplette [Feature-Liste](#) an.



Möchtet ihr mehr über Neverwinter erfahren? Besucht die [FAQ](#).

HELD
— DES —
NORDENS

HELD DES NORDENS

UNFASSBAR
WERTVOLL!



Die
Abtrünnigen von
Menzoberranzan



Der einzigartige
Gefährte „Panther“



Das einzigartige
Reittier „Schwere
Riesenspinne“



2.000.000
Astraldiamanten

Dieses Paket
enthält
16 weitere
Gegenstände!

MEHR

(Wert von 500€)
189,99€*

JETZT KAUFEN

DUNGEONS
& DRAGONS

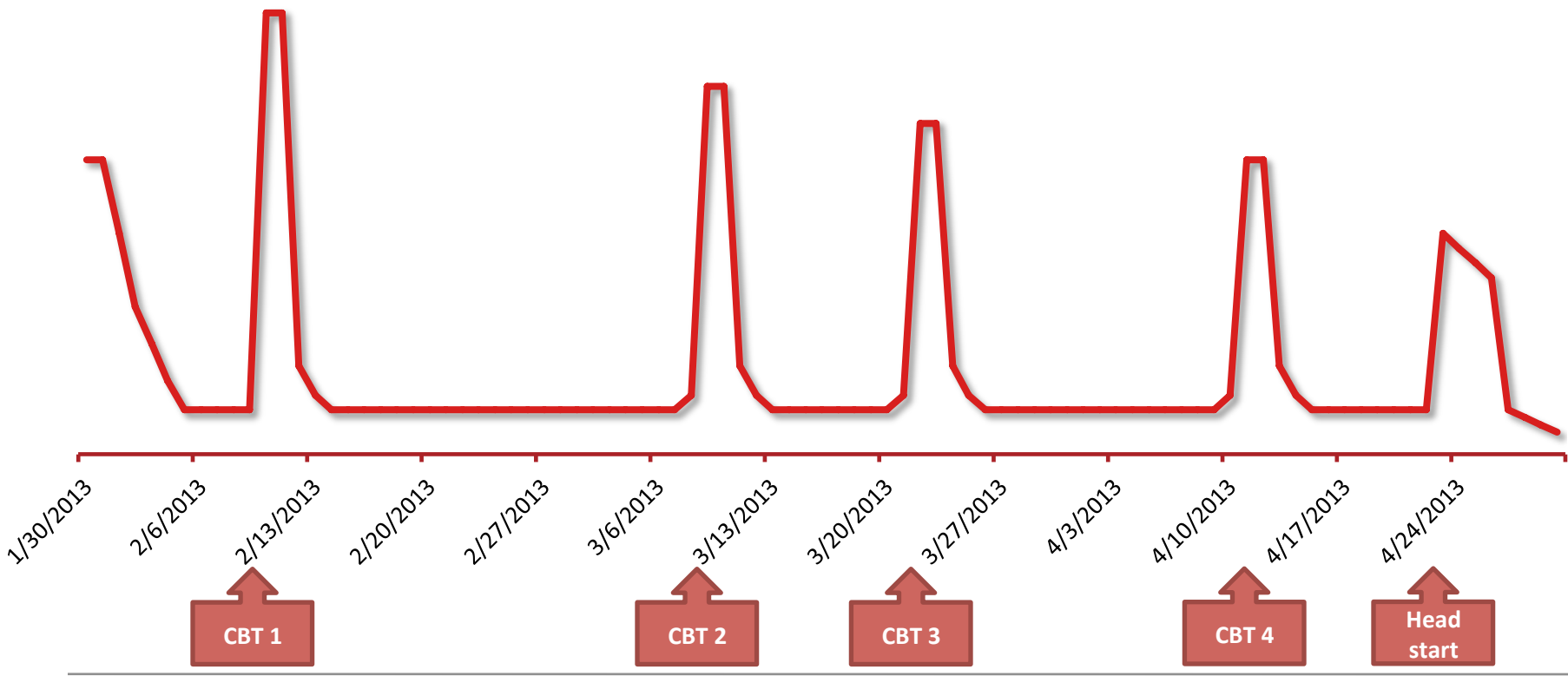
NEVERWINTER

NEVERWINTER PACKS:

- **PREORDERS**
- HAVE A BUNCH OF IN GAME ITEMS, MOUNTS, COMPANIONS
- GREAT VALUE
- VIP ACCESS TO CLOSED BETA WEEKENDS
- VIP ACCESS TO THE HEAD START



EXPECTATION: **SPIKES** IN SALES RIGHT BEFORE AND DURING BETA WEEKENDS AND HEAD START PERIOD. DECLINE AFTER OPEN BETA GOES LIVE.



REALITY

CONCLUSION:

- THE QUALITY OF THE CONTENT INFLUENCES THE DECISION OF A USER TO INVEST MONEY IN A GAME EVEN MORE THAN EXPECTED
- DIGITAL PRE-ORDERS FOR F2P GAMES ARE PERFECT TO MONETIZE EARLY ADOPTERS
- FOCUS ON PR, NEWSLETTERS, SWEEPSTAKES, COMMUNITY MANAGEMENT AND CUSTOMER SERVICE INSTEAD OF CPM CAMPAIGNS TO SELL PACKS
- UPDATE PACKS FREQUENTLY

PERFECT WORLD

QUESTIONS?